

## CLAIMS

1           1.     A method in a computer system for placing a bid for an item  
2 being auctioned, the method comprising:

3                 providing a display description for entry of a bid amount and for  
4 performing only a single action after entry of the bid amount to submit the bid; and  
5                 in response to receiving an indication that the single action has been  
6 performed, placing the submitted bid for the item at the entered bid amount.

1           2.     The method of claim 1 wherein a buyer submits the bid and  
2 wherein the placing of the submitted bid for the item includes automatically  
3 authenticating the buyer.

1           3.     The method of claim 2 wherein the automatic authentication  
2 includes receiving authentication information previously stored at the buyer's  
3 computer system.

1           4.     The method of claim 1 wherein the placing of the submitted bid  
2 for the item includes providing a display description for confirming the submitted bid  
3 and wherein the placing of the submitted bid for the item occurs after receiving  
4 confirmation of the submitted bid.

1           5.     The method of claim 1 wherein the display description is a web  
2 page.

1           6.     A method in a computer system for placing a bid for an item  
2 being auctioned, the method comprising:

3                 providing a display description for entry of a bid amount and for  
4 performing an action that a buyer is to perform to submit the bid;

5 after receiving an indication that the action to submit the bid has been  
6 performed, providing a display description for entry of authentication information for  
7 use in authenticating buyer; and

8 after receiving the authentication information, placing the submitted bid  
9 for the item.

1 7. The method of claim 6 including, before placing the submitted  
2 bid, verifying that the authentication information.

1 8. The method of claim 6 wherein when the authentication  
2 information indicates that the buyer is not registered, providing a display description  
3 for entry of registration information before placing the submitted bid.

1 9. The method of claim 6 wherein the display description is a web  
2 page.

1 10. A method in a computer system for placing a bid for an item  
2 being auctioned, the method comprising:

3 providing a display description for performing only a single action to  
4 submit the bid, the display description including an indication of a suggested bid  
5 amount that is suggested by the computer system; and

6 after receiving an indication that the single action to submit the bid has  
7 been performed, placing the submitted bid for the item at the suggested bid amount.

1 11. The method of claim 10 wherein the display description indicates  
2 that the suggested bid amount is to be displayed in a button and that the single action  
3 is selecting of the button.

1           12. The method of claim 10 wherein the display description is also  
2 for entry of a bid amount and for performing a single action to submit a bid for an  
3 entered bid amount.

1           13. The method of claim 12 wherein a field for entry of the bid  
2 amount is prefilled with the suggested bid amount.

1           14. The method of claim 13 wherein the single action to submit a bid  
2 at the suggested bid amount and the single action to submit a bid at an entered bid  
3 amount are the same action.

1           15. The method of claim 10 wherein the display description is a web  
2 page.

1           16. A method in a computer system for authentication of a user of an  
2 auction system, the method comprising:

3           receiving an indication that the user is requesting to perform an auction-  
4 related action that requires authentication of the user; and

5           when the authenticity of the user has already been verified and an  
6 authentication expiration condition has not been met, allowing performance of the  
7 auction-related action.

1           17. The method of claim 16 wherein the auction-related action is  
2 submitting a bid.

1           18. The method of claim 16 wherein the auction-related action is  
2 listing of an item to be auctioned.

1           19. The method of claim 16 wherein the auction-related actions is  
2 receiving of personal information of another user.

1           20. The method of claim 16 wherein the authentication expiration  
2 condition is based on a previous manual authentication.

1           21. The method of claim 16 wherein the authentication expiration  
2 condition is based on when an activity was previously performed by the user.

1           22. The method of claim 16 wherein the authentication expiration  
2 condition is based on when an activity that requires authentication was previously  
3 performed by the user.

1           23. A method in a computer system of conducting a commercial  
2 transaction, the method comprising:

3           providing a display description for entry by a user of information  
4 relating to the commercial transaction; and

5           after receiving information entered by the user,

6           providing a display description for entry of authentication information  
7 that is separate from the display description for entry of information; and

8           after receiving the authentication information, allowing the commercial  
9 transaction to proceed.

1           24. The method of claim 23 including determining whether the user  
2 can be automatically authenticated and when the user can be automatically  
3 authenticated, allowing the commercial transaction to proceed without providing a  
4 display description for entry of authentication information.

1           25.    The method of claim 23 wherein the commercial transaction is  
2 placing a bid on an item being auctioned.

1           26.    The method of claim 23 wherein the commercial transaction is  
2 listing an item to be auctioned.

1           27.    The method of claim 23 wherein the display description is a web  
2 page.

1           28.    A computer-readable medium containing instructions for causing  
2 a computer system to defer registration of a user conducting a transaction, by:  
3           collecting information needed to conduct the transaction;  
4           after collecting the information, determining whether the user is a  
5 registered user;  
6           when the user is not recognized, collecting registration information for  
7 the user; and  
8           after collecting the registration information, allowing the transaction to  
9 be conducted.

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